

Bounce is Best!

#290



**HOW TO TAKE BOUNCE FLASH PICTURES
WITH YOUR POLAROID® LAND CAMERA**

BOUNCE FLASH—IT'S WONDERFUL!

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There was a time when bounce flash was strictly for the professional photographer . . . or a handful of really ardent hobbyists with a lot of expensive equipment. But all that has changed. Now, if you own a Polaroid Land Camera and can take an ordinary snapshot, you can take a marvelous bounce flash picture. All you need is some of the new fast Polaroid Land picture rolls and the bounce flash bracket that comes packed in this box.

And what pictures you'll be getting! The bounce flash technique produces an evenly lighted picture that has a "natural" look — much like the pictures you've seen in many of the photo essays in the big picture magazines such as LIFE and LOOK. People in bounce flash pictures look the way they look to your eye . . . not as if they were under the glare of a big headlight as is often the case with ordinary flash pictures. Once you've tasted the quality of bounce flash pictures, nothing else will please you.

Why Does A Polaroid Land Camera Make It Easy?

Before you start the easy-to-understand instructions in this folder, you might well ask, "Just why is bounce flash so easy with a Polaroid Land Camera, and not with a conventional camera?" The answer is very simple. There has never been any accurate way of judging ex-

BOUNCE FLASH produces this kind of even lighting which gives ordinary snapshots a professional quality. Note how the fine details of the child's hair and her delicate skin tones are retained.



posure for bounce flash. Experienced professionals, after much practice, can come fairly close, making up for errors by tinkering with their prints in the darkroom. But an amateur, using a conventional camera, really has problems because he isn't sure of his exposure, usually can't check it until days later when his prints come back from the photo finisher.

Now, however, any amateur with a Polaroid Land Camera can be taking excellent bounce flash pictures from the very start. This is due not only to the new fast films and bracket, but the *much more important fact that he can check his results a minute after he snaps the shutter.* If he's wrong, he can correct his exposure immediately, and all other pictures taken in that particular room will be perfectly exposed.

WHY BOUNCE FLASH?

Bounce flash pictures are made by bouncing (reflecting) light from the flash gun off a ceiling instead of aiming it directly at the subject. The result is a softly diffused, flattering illumination instead of the harsher, more direct lighting found in ordinary flash pictures.

This bounce flash, which is spread evenly like daylight, has these advantages:

- *Harsh shadows, often seen in regular flash pictures, are eliminated.*
- *You can usually use the same exposure for all pictures in an average room, regardless of distance between camera and subject. Once you determine the proper exposure for a particular room, all other pictures in that room take the same shutter setting.*
- *Everything in the picture gets the same amount of light. Thus, in group shots, the people nearest the camera are not "burned out" (overexposed) and the people in the back are not badly underexposed.*
- *There is no uncomfortable glare into the eyes of your subjects. This comfort advantage is especially important when photographing babies and small children not accustomed to direct flash.*



Direct flash leaves bad head shadow, "washes" out details.

Peter Gowland



Bounce flash gives more pleasing skin tones, no head shadow.

Group shots taken with bounce flash are evenly lighted so everyone in picture gets same exposure and shows up clearly.



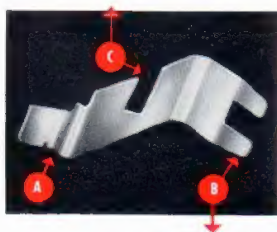
HOW TO USE THE BRACKET

1. Load your camera with any of the new high speed panchromatic films — Type 42 or 44.
2. Next, insert end “A” of the flash bracket into the accessory clip on your camera.
3. For vertical pictures, slip the gun into the opening C.
4. For horizontal pictures, slip the gun into the opening B.

This bracket fits the following cameras: Speedliner (Models 95, 95A, 95B), The 700, the One Hundred and the Pathfinder (Model 110).

Important Note: On all Polaroid Land Cameras, except the Pathfinder (Model 110), the cable from the flash gun should be passed under the bellows as shown. This is so the cable will not accidentally drop in front of the lens while you are shooting.

Pathfinder Camera owners do not need to pass the gun cable beneath the bellows. In fact, on some models, the cord may seem too short to reach the shutter, especially when the gun is placed in the slot for vertical pictures. However, if the cord is carefully tucked between the gun and the camera as shown (right), it will fit.



EXPOSURE

With the gun in position, you are ready to shoot your first picture. Start by ignoring the flash guide you usually use. *Exposure in bounce flash is determined by the height and reflectivity of the ceiling.* The lower and lighter in color the ceiling, the higher shutter number you use. In some situations, such as big gymnasiums, the ceiling may be so high or dark that bounce flash pictures are not possible.

There are no charts for exposure because interiors vary from place to place. For an average room (while ceiling 10' to 12' high, pastel walls), make a test shot on shutter setting EV 13 or 14 (#4 or #5 for older models) if you are using Type 42 picture rolls. For Type 44, try EV 14 or 15 (#5 or #6).

Usually a single test picture will determine if you have the correct exposure. If your picture is too dark, set your camera to a lower shutter number or F stop. If it is too light, set your camera to a higher shutter number or F stop.

Once you determine the proper exposure for a particular room, that same shutter setting will generally apply to all pictures made in that room, *regardless of the distance between the camera and the subject.* However, be sure to reset the distance scale on your camera if you change distance between subject and the camera.

Because bounce flash requires more light, always use Press 25 or No. 5 bulbs — the most powerful of the bulbs that fit Polaroid Flash Guns.

BUSINESS USES

Bounce flash pictures can be used to great advantage by all business users. Real estate agents, for instance, will find interior shots made with this technique show much greater detail than those made with direct flash.

Other users, such as advertisers and salesmen, will find the shadowless bounce flash especially suited for product pictures. The pictures on this page show how these are made so the product stands out clearly, and there is no horizon line to detract from the product. The products are placed against a curved sheet of paper as shown, and then photographed, usually with a Polaroid Close-up lens if the product is rather small in size.

Regardless of your picture needs, nine times out of ten bounce flash can and should be used for better storytelling pictures.

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POLAROID CORPORATION, Cambridge 39, Massachusetts

This setup (left) was used to get Bounce Flash product picture (right).

